

SOCIOLOGICAL PERSPECTIVE ON THE CONSUMPTION PATTERNS OF COLLEGE STUDENTS: A RIGOROUS AND OBJECTIVE ANALYSIS

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Abstract: In today's society, there are certain deviations in the consumption of college students. These deviations often have many negative effects, such as being detrimental to the healthy growth of college students and increasing the burden of family life. Therefore, the consumption problem of college students deserves our serious attention. Therefore, this article introduces the current situation of college students' consumption, explains the characteristics of college students' consumption behavior, and proposes some measures to improve college students' consumption behavior.

Keywords: Sociological perspective; College student consumption; Research strategy

1 CURRENT SITUATION OF COLLEGE STUDENTS' CONSUMPTION

At this stage, schools should not only pay attention to the learning and psychological conditions of college students, but also establish a good outlook on consumption among college students, and use effective means to guide students to establish correct values and views on consumption, laying the foundation for college students' growth in future society. The consumption gap among college students is gradually widening. The specific manifestation is that the gap between the rich and the poor of college students' families is large, which leads to a considerable gap in their consumption concepts in life, and there is also a great ambiguity in consumption. Some college students use fashionable mobile phones and wear brand-name clothes, resulting in serious waste. On the other hand, students who live in very poor conditions, some of whom cannot pay their tuition fees [1]. In such an obvious contrast, it will have a certain impact on students' psychology. Poverty-stricken students will have psychological imbalances, which will lead them to develop low self-esteem. Such a state is not conducive to the students' own development [2].

The proportion of college students' consumption is also unbalanced. Many students consume more on favors. There will be a certain amount of consumption between students and between teachers and students. College students are influenced by the social custom of "reciprocity", and gifts have become a medium for communication between people. Some students believe that only gifts can more fully express their feelings for others. Therefore, favor consumption has become the mainstay of college students' consumption[3].

College students are not part of the employed population when they are learning knowledge at school. They can only rely on their families to provide them with funds. Most college students depend on their parents to a certain extent. In addition, college students have more and more leisure activities in their spare time, such as eating, shopping, watching movies, singing, etc., and the funds for these consumptions are taken out of the living expenses provided by their parents, which increases the financial burden on their parents[4].

At the same time, many college students are overdrafted. Sometimes, in order to pursue their own spiritual enjoyment, they do not consider their family situation and buy some inappropriate things, such as branded clothes, shoes, etc. Not only is it far beyond the family's financial capacity, it also increases the burden on parents.

2 CHARACTERISTICS OF CONTEMPORARY COLLEGE STUDENTS' CONSUMPTION BEHAVIOR

2.1 Rationalization of Consumption

Among consumer groups, college students can be said to be a relatively special group. They will pursue fashion trends excessively, which makes them too emotional in consumption. In most cases, many college students consume based on their own subjective feelings. Pay more attention to emotional satisfaction, so consumption is a perceptual choice. Such perceptual consumption will lead them to only focus on quantity rather than quality when shopping, and not pay attention to the final result.

2.2 Symbolization of Consumption

One of the more obvious characteristics of college students' consumption is symbolic consumption. There are two main forms of this: one is for conformity; the other is for innovation. Conformity is to conform to a certain characteristic of a social group and to subordinate oneself to public characteristics. The consumption among college students will also affect each other and lead to convergence. In addition, they also like "innovation" and hope to show that they are

different from others through consumption. College students belong to a group with immature minds. They are easy to accept new things to a certain extent in order to show their self-existence. the value of.

2.3 Advancement of Consumption

According to many data, the consumption expenditure of college students is increasing year by year [5]. However, some expenses cannot support students' living expenses at all, and excessive consumption has gradually become a more fashionable way of life. Nowadays, there are many forms of card-holding consumption among college students in society, and they also like to use credit cards to consume. However, college students do not have a fixed income at this stage. If college students blindly engage in advanced consumption, it will bring certain losses to college students and their families. economic burden.

2.4 Networking of Consumption

At this stage, the Internet has become an indispensable part of college life. College students are also a group who often go online. To a certain extent, they will become the focus of online merchants. College students also like online shopping very much. Consumption on the Internet mainly includes downloading software, checking news, chatting, online shopping, movie downloading, etc. Online consumption among modern college students has become popular and difficult to control.

3 MEASURES TO IMPROVE THE CURRENT CONSUMPTION SITUATION OF COLLEGE STUDENTS

3.1 Establish Correct Values

In order to improve the current situation of college students' consumption, it is necessary to guide college students to establish correct values and create a harmonious cultural environment for college students' consumption with the joint efforts of everyone. Today, with the continuous development of social economy, people's living standards have improved, and their consumption concepts have also changed. In a state of relatively backward spiritual civilization, college students' values will be affected to a certain extent, and serious waste will occur. Therefore, under such circumstances, it is necessary to establish a harmonious cultural environment in society. Only in this way can college students be guided to engage in moderate consumption, green consumption, and healthy consumption [6].

3.2 Optimize the Social Environment for Consumption

If college students can be in a good consumption environment, they will change their previous bad consumption habits. The school should assume the responsibility of establishing this environment and play a good guiding role in college students' consumption. Strictly crack down on illegal vendors on university campuses, regulate consumer venues around schools, and prohibit the operation of high-end products and luxury brands in schools. Formulating some standardized systems in the consumer market of colleges and universities has achieved the purpose of creating an excellent shopping environment for college students.

3.3 Strengthen Education on Consumption Concepts

In school education, the education of college students' consumption concepts should be added to the goals of curriculum education. Schools often focus on students' ideological, moral and political construction, while ignoring the education of students' consumption concepts, but practice has proven that they attach great importance to The education of college students' consumption concepts plays a positive role in quality education. Schools can offer relevant courses and invite professionals to teach students. The purpose is not only to promote the growth and ideological maturity of college students, but more importantly, to cultivate healthy and reasonable consumption habits of college students.

4 CONCLUSION

To sum up, studying the consumption of college students from a sociological perspective has a certain positive effect, because inappropriate consumption of college students will not only affect his own life, but also create a burden on the family to a certain extent. The situation is not conducive to the growth of college students. Therefore, we should start from establishing correct values for college students, help college students establish a correct concept of consumption, and create a good consumption environment for them.

COMPETING INTERESTS

The authors have no relevant financial or non-financial interests to disclose.

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